FutureMedia Fest Welcome

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(As written; not necessarily as delivered)

Welcome to Georgia Tech's FutureMedia Fest. We're glad you are here. We are honored to partner with companies like The Coca-Cola Company, HP, Turner, Cisco and others to foster innovation and discussion in the field.

We held our first FutureMedia Fest last year, and to those of you who participated, welcome back. There's a great deal of enthusiasm for this event, and the buzz is everywhere. In fact at the Tech home football game against NC State last week, Tech's First Lady took it upon herself to feature a FutureMedia exhibit in an area next to the president's box. I have to admit that a number of our special guests found Val's exhibit much more interesting than the game!

You may have seen some of the clips that have been appearing on CNN during the past week. It is giving significant national recognition to some of the exciting work that will be reported at this conference.

While the agenda is packed, perhaps your biggest value ad will be the opportunity to interact with other participants. We're bringing together executives and investors, innovators and entrepreneurs, academics and researchers to discuss the transformational impact of the next generation digital, social, and mobile media across industries and in our lives every day. You're invited to take the next few days to discover, explore and collaborate.

Bringing together human ingenuity and technology is a signature strength of FutureMedia. A classic example of doing just that is the DARPA Red Balloon Challenge last December. The network challenge from DARPA, or the U.S. Defense Advanced Research Projects Agency, attracted hundreds of teams to tackle the problem of locating ten red weather balloons tethered at locations across the U.S.

You may remember that DARPA announced the Network Challenge to mark the 40th anniversary of the ARPANet, pre-cursor to today's Internet, to explore how broad-scope problems can be tackled using social networking tools. The Challenge explored basic research issues such as mobilization, collaboration, and trust in diverse social networking constructs and could serve to fuel innovation across a wide spectrum of applications.

Georgia Tech's team used Facebook and word of mouth communications to build a network that eventually included 1,000 people. If they won, they were going to donate the $40,000 to the American Red Cross. They felt that it was the right thing to do, and also knew that it would attract volunteers with an altruistic spirit. They created a Web site "I Spy a Red Balloon." The team connected established networks and used news media to get information out to potential balloon spotters. They used a variety of tools, some of which they built, to help track sightings. They linked to existing sites to attract people who hadn't signed up in advance, but had spotted the red balloons and wondered what they were.

A team from the Massachusetts Institute of Technology also used Facebook, and paid people who spotted the balloons from $500 to $2,000. MIT took first place, winning the $40,000 in the nine-hour, high-tech scavenger hunt, and Tech's team came in second. These balloons were in San Francisco, Miami and everywhere in between. Think back just a few years. The World Wide Web wasn't invented until 1989, the web browser in 1992, and e-mail in 1993. Think how much easier it is to communicate in real time with the online tools available to us today.

The next four days promise to be interactive, thought provoking and inspirational. Included are presentations, speaking panels and startup demos from more than 120 world class experts in emerging media creation, distribution and consumption fields. You'll have the opportunity to explore everything from gaming and augmented reality to healthcare drivers for information science, information security, digital media skills, and fostering entrepreneurship.

You'll notice that there's a Georgia Tech expert on many of the panels. FutureMedia touches multiple disciplines, and Georgia Tech has expertise in just about all of them. Tech has some 20 centers or groups that are doing work related to how content is created, distributed and consumed. By our estimate, it reaches across 37 labs and the work of 500 faculty.

For example, we have an Aware Home Research Initiative, an interdisciplinary research endeavor that is a test-bed across several colleges, Institutional Research Centers and the Georgia Tech Research Institute. It is a simulated home environment where we can work on an energy consumption display, family telepresence and designing robotic products.

During the conference there will be opportunities to explore music technology. I hope you get a chance to meet Shimon, our robot who is featured in our new Public Service Announcement. Each year Tech's Communications and Marketing team creates a PSA that airs during televised football and basketball games. The spot features Shimon jamming with Caity Jimenez, a fourth year Architecture student and member of the Georgia Tech band. The spot highlights ingenuity and intellectual collaboration that are trademark Georgia Tech.

We are doing research on augmented reality, where media are merged with the person's view of the world around them. Blair MacIntyre, an acclaimed augmented reality researcher and associate professor of Interactive Computing at Tech will moderate a session on Wednesday. You may have seen him on CNN last week demonstrating an augmented reality cell phone. Tech has created Argon, a free app on the iPhone that works like a browser. Using it, people can mesh video with interactive content like you would see on the web.

Last week CNN ran another spot about an application Tech has developed to give you personalized meal recommendations based on healthcare needs at restaurants, just by using your iPhone. Beth Mynatt, director of the GVU and professor of Interactive Computing, and Dr. Jiten Chhabra, physician, researcher, computer human interaction at Tech demonstrated the digital menu where you enter in your health goal. It instantly gives you a list of all menu items at the restaurant, ranked in order of healthy choices. The Web based application was demonstrated for the Tin Drum here at Tech Square, but it can be available by using your mobile device at any restaurant.

A big part of FutureMedia is exploring online security, and Georgia Tech provides leadership in cyber security as a government and industry domain. On October 1, we opened a new Cyber Technology and Information Security Laboratory to keep U.S. interests safe in cyberspace. It is interesting to note that later this month Tech will put the creative energy of Tech students to work in an inaugural cyber security competition. Hungry, Hungry Hackers, aka H3, is sponsored

by the Georgia Tech Information Security Center, the Georgia tech Association for Computing Machinery and Georgia Tech Research Institute's Cyber Technology group. The Hungriest Hacker at Georgia tech will receive $750 cash and an opportunity to interview for a position at GTRI. Students will be able to analyze IT systems for vulnerabilities, and Tech will be able to have a systematic vulnerability assessment to help develop effective security technologies and strategies. And the hungry hackers will be provided plenty of food in the process!

Another way that we direct students' creative energy is by encouraging them to participate in innovation early in their academic career, not waiting until graduation. It is interesting to note that 40% of the individuals filing invention disclosures here at Tech are either graduate or undergraduate students. Innovation is part of our DNA at Tech, whether you're a student, faculty or staff member, or alumni. We believe that universities have a special role in training the next generation of inventors and entrepreneurs.

At Georgia Tech, we pay particular attention to equipping our students with the tools they need to make discoveries and the skills necessary to turn those discoveries into products – helping them to realize that an idea is not an invention; an invention is not a product, and a product is not a business. We are doing this through programs like our InVenture Prize competition for undergraduate students -- a sort of American Idol for those who "invent" rather than "perform."

This year's competition drew 300 entries. Not only do the winners receive cash awards; the first and second place finishers $15,000 and $10,000; perhaps more importantly they received a commitment for Tech to help them commercialize and license their technologies. First and second place winners are promised a free U.S. patent filing from the Georgia Tech Office of Technology Licensing, each valued at approximately $20,000.

This summer Tech hosted one of four innovation forums sponsored by the Department of Commerce to bring together university leaders and key stakeholders to discuss the role of universities in innovation, economic development and job creation. At the event, U.S. Secretary of Commerce Gary Locke talked about the important role that research universities have as drivers of economic activities. We are honored to work together with the Department of Commerce to help implement the President's innovation strategy, and I am personally honored to serve on the newly-created National Advisory Board on Innovation and Entreneurship. The group just began meeting last month, and will focus on helping the U.S. develop policies that foster entrepreneurship and identify new ways to take innovative and creative ideas from the laboratory to the marketplace in order to create jobs, develop new businesses, and drive economic growth.

At Georgia Tech, we believe that innovation and technology are going to be some of the most important drivers of a diverse and thriving 21st century. We are actively and aggressively working to develop and commercialize the technologies developed here at Tech, moving the discoveries made in our laboratories to the marketplace and building the companies that will create jobs that will drive our economy and stimulate economic growth.

We believe that great universities like Georgia Tech should not merely respond to changes after the fact, but in reality must anticipate change and shape the future. That's why for the past year, the entire Tech community has been focused on the development of a 25-year strategic vision to position Georgia tech as the defining technological research university of the 21st century. The process was comprehensive and inclusive, involving faculty, staff, students advisory groups and business and community leaders. We just launched our new plan on August 31.

It includes five main goals:

- To Be Among the Most Highly Respected, Technology-focused Learning Institutions in the World
- To Sustain and Enhance Excellence in Scholarship and Research
- To Ensure That Innovation, Entrepreneurship and Public Service are Fundamental Characteristics of Our Graduates
- To Expand Our Global Footprint and Influence to Ensure That We are Graduating Good Global Citizens, and
- To Relentlessly Pursue Institutional Effectiveness

Our new Strategic Plan is designed to be a living document—with both short and long-term goals, flexible, changing over time to accommodate changing circumstances and anticipate and respond to the future. Within the five main goals are numerous initiatives, and we anticipate more will be introduced in the future. For example, within our goal to Sustain and Enhance Excellence in Scholarship and Research, we have a strategy to lead in targeted reputational areas. We will identify and focus on several research areas such as transportation and logistics; nanoscience; micro and nanotechnologies; power and sustainable energy; health information technology; smart materials; technology-related policy, law, national security, and ethics; and the technological aspects of neuroscience. We have already taken steps to begin to implement the plan in a number of areas, including a short list of institute wide initiatives. Tech is also including FutureMedia as part of its 25-year strategic plan. As part of that, we're exploring ways to use rapidly advancing virtual world technology and social media to provide a common Georgia Tech experience to all students, faculty, staff and alumni as well as parents, partners, prospective students and other visitors, regardless of time and place.

This year we are celebrating Tech's 125th anniversary. Throughout our history, we have a legacy of combining pragmatic, industry-focused work via test beds to accelerate research enabled innovations to the marketplace. I can think of no better example than the professionals at Georgia Tech, and the potential industry partners in this room today.

Thank you for joining us for FutureMedia Fest 2010. At Tech, we have determined that there is sufficient interest to move to the next step to establish a formal Georgia Tech program that can combine leading edge interdisciplinary research with industry scale test beds to engage in meaningful partnerships to support industry and university discovery and co-innovation. We look forward to partnering with many of you in that effort. You've got a great week ahead.

Thank you for joining us.